Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method, comprising:

receiving meta-data broadcast by a server system, the meta-data including descriptions of a plurality of data files currently being broadcasted or to be broadcasted by the server system;

rating previously broadcasted data files based on meta-data associated with the broadcasted data files, respectively, in response to a content rating table, wherein the content rating table includes at least a rating value and a rating type for broadcasted data files, wherein the rating value is the combination of a relevance value and a believability factor, the relevance value corresponding to a likelihood that a user will want to watch the broadcasted data file based on the descriptions of the meta-data and the believability factor is a weighting factor corresponding to the accuracy of past relevance value determinations, and the rating type indicates whether the rating value was generated explicitly based upon prior explicit input from the user or implicitly generated without prior explicit input from the user;

storing previously broadcasted data files meeting a pre-determined ranking threshold in a storage device to create a plurality of stored data files;

comparing the rankings of the plurality of stored data files to determine a best stored data file;

rating currently broadcasted data files in response to the content rating table;

comparing the rankings of currently broadcasted data files to determine a best currently broadcasted data file;

selecting the best currently broadcasted data file or best stored data file with the highest ranking; and

displaying the selected best currently broadcasted or stored data file automatically on a personalized channel on a display device.

2.-6.   (Canceled)

7.   (Previously Presented) The method of claim 1 wherein a currently broadcasted data file is an immediate viewing data file and is automatically selected.

8.   (Original) The method of claim 7 wherein if an immediate viewing data file is not selected then a stored data file is selected.

9.   (Previously Presented) The method of claim 8 wherein if neither an immediate viewing data file or a stored data file is selected then the currently broadcasted data file with the highest ranking is selected.

10. (Original) The method of claim 9 further comprising displaying the selected data file on a personalized channel on a display device.

11. (Original) The method of claim 1 wherein the plurality of data files comprise at least one of video information, graphical information, audio information, multi-media information or textual information.

12.   (Currently Amended) An apparatus, comprising:
a processor having circuitry to execute instructions;
a communications interface coupled to the processor, the communications interface coupled to receive data files and meta-data from a server system; and
a storage device coupled to the processor, the storage device having sequences of instructions stored therein, which when executed by the processor cause the processor to:
rate previously broadcasted data files based on meta-data associated with the broadcasted data files, respectively, in response to a content rating table, wherein the content rating table includes at least a rating value and a rating type for broadcasted data files, wherein the rating value is the combination of a relevance value and a believability factor, the relevance value corresponding to a likelihood that a user will want to watch the broadcasted data file based on the descriptions of the meta-data and the believability factor is a weighting factor corresponding to the accuracy of past relevance value determinations, and the rating type indicates whether the

rating value was generated explicitly based upon prior explicit input from the user or implicitly

generated without prior explicit input from the user;

    store previously broadcasted data files meeting a pre-determined ranking threshold in a

storage device to create a plurality of stored data files;

    compare the rankings of the plurality of stored data files to determine a best stored data

file;

    rate currently broadcasted data files in response to the content rating table;

    compare the rankings of currently broadcasted data files to determine a best currently

broadcasted data file;

    select the best currently broadcasted data file or best stored data file with the highest

ranking; and

    display the selected best currently broadcasted or stored data file automatically on a

personalized channel on a display device.

    13.-17. (Canceled)

    18.   (Previously Presented) The apparatus of claim 12 wherein a currently

broadcasted data file is an immediate viewing data file and is automatically selected.

    19.   (Original) The apparatus of claim 18 wherein if an immediate viewing data file is

not selected then a stored data file is selected.

    20.   (Previously Presented) The apparatus of claim 19 wherein if neither an

immediate viewing data file or a stored data file is selected then the currently broadcasted data

file with the highest ranking is selected.

    21.   (Original) The apparatus of claim 20 wherein the selected data file is displayed

on a personalized channel on a display device.

22. (Original) The apparatus of claim 12 wherein the plurality of data files comprise at least one of video information, graphical information, audio information, multi-media information or textual information.

23. (Currently Amended) A machine-readable medium of a storage device having instructions tangibly stored thereon, which when executed by a processor to cause the processor to:

receive meta-data broadcast by a server system, the meta-data including descriptions of a plurality of data files currently being broadcasted or to be broadcasted by the server system;

rate previously broadcasted data files based on meta-data associated with the broadcasted data files, respectively, in response to a content rating table, wherein the content rating table includes at least a rating value and a rating type for broadcasted data files, wherein the rating value is the combination of a relevance value and a believability factor, the relevance value corresponding to a likelihood that a user will want to watch the broadcasted data file based on the descriptions of the meta-data and the believability factor is a weighting factor corresponding to the accuracy of past relevance value determinations, and the rating type indicates whether the rating value was generated explicitly based upon prior explicit input from the user or implicitly generated without prior explicit input from the user;

store previously broadcasted data files meeting a pre-determined ranking threshold in a storage device to create a plurality of stored data files;

compare the rankings of the plurality of stored data files to determine a best stored data file;

rate currently broadcasted data files in response to the content rating table;

compare the rankings of currently broadcasted data files to determine a best currently broadcasted data file;

select the best currently broadcasted data file or best stored data file with the highest ranking; and

display the selected best currently broadcasted or stored data file automatically on a personalized channel on a display device.

24.-28. (Canceled)

29.   (Previously Presented) The machine-readable medium of claim 23 wherein a currently broadcasted data file is an immediate viewing data file and is automatically selected.

30.   (Original) The machine-readable medium of claim 29 wherein if an immediate viewing data file is not selected then a stored data file is selected.

31.   (Previously Presented) The machine-readable medium of claim 30 wherein if neither an immediate viewing data file or a stored data file is selected then the currently broadcasted data file with the highest ranking is selected.

32. (Original) The machine-readable medium of claim 31 wherein the selected data file is displayed on a personalized channel on a display device.